

Work Opportunity Tax Credits for Staffing Agencies



STAFFING AGENCY

Clarus Solutions' Optimization Program Triples WOTC Credit



Staffing agencies are leaving 3-5X of their potential Work Opportunity Tax Credit (WOTC) uncaptured.

We've discovered that most agencies believe their WOTC program is doing well because 97% of all WOTC vendors tell them it is. This comes from measuring success solely on getting candidates to complete the WOTC 8850 form.

While that is important, it's only 1 of 5 components that ensure you generate maximum WOTC credit.

“Clarus WOTC's Optimization Program is not even close to being the same product or service that other WOTC vendors provide.”

- President of Manpower Franchise

“Clarus goes well beyond the mechanics of forms and certifications, your team shines a spotlight on opportunity through ongoing set of communication that build WOTC into the culture...”

- CFO of \$100M Staffing Firm

CHALLENGE Experienced a WOTC credit flatline

The staffing firm is a \$100M+ temporary staffing business that issues roughly 25,000 W-2's per year. With 44 locations across the US., leaders at this firm saw little growth to their credit despite an increase in W-2's and had little to no clarity around their WOTC program.

The cause for this came down to three main issues:

1. WOTC process wasn't consistent across all locations.
2. Lack of clarity with WOTC results due to insufficient reports.
3. Key WOTC focus was targeted at screening candidates and was at best average.

SOLUTION Clarus Solutions customizes a WOTC optimization strategy

After speaking with the WOTC experts at Clarus, they were shown how much credit they were missing out on and enrolled in the Clarus WOTC Optimization Program.

We created and executed a custom optimization strategy which involved 3 major components:

1. Completed a process audit across all locations, created a best practice to fit the firm's operation, and trained all branch managers on it.
2. Provided actionable reporting and consultative guidance to each branch to improve branch numbers.
3. Shifted WOTC focus to 5 critical components to maximize credit.

WOTC RESULT WOTC Credit tripled

The WOTC credit tripled from \$400K to \$1.2M in just 12 months, branch performance was easy to measure, and WOTC became operationalized.